



WTIC-TV

ORDER

Print Date 09/20/12

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Flight Dates 09/25/12-10/01/12

Contract / Revision 389335 / DEMOCRATIC CONG CAMP

Original Date / Revision 09/20/12 09/20/12
Agency Com 15%Advertiser Democratic Congress Camp
3050 K St NW
Washington, DC 20007

Agency Great American Media

Buying Contact Jordan Johannesse

3050 K St NW
Washington, DC 20007

Product

Billing Contact

Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 1473

Alt Order # 06328410

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2, PL3

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannesse

Account Executive	Order%	Start Date	End Date
Jordan Johannesse	100%		

Order Share 18% Market Value 156777

Competing Station	% of Order	Amount
2WCCT	1%	1567
3WFSB	43%	67414
4WVIT	13%	20381
5WTNH	25%	39194
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	29	\$19,248.25	\$22,645.00	0.00	08/27/12	09/30/12	29	\$19,248.25	\$22,645.00
October 2012	13	\$4,738.75	\$5,575.00	0.00	10/01/12	10/01/12	13	\$4,738.75	\$5,575.00
Totals	42	\$23,987.00	\$28,220.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	09/25/12	10/01/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWTF--	:30	2	\$125.00	03	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/25/12	10/01/12	MTWTF--		2		\$125.00		0.00					
E 2	61	09/25/12	10/01/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	MTWTF--	:30	3	\$1,200.00	03	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/25/12	10/01/12	MTWTF--		3		\$1,200.00		0.00					
E 3	61	09/25/12	10/01/12	M-F News at Ten News at Ten	CM	1030p-11p (10:30 PM-11:00 PM)	MTWTF--	:30	3	\$1,200.00	03	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/25/12	10/01/12	MTWTF--		3		\$1,200.00		0.00					
E 4	61	09/25/12	10/01/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTWTF--	:30	2	\$300.00	03	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/25/12	10/01/12	MTWTF--		2		\$300.00		0.00					



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Contract / Revision **389335** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:15:00

Advertiser **Democratic Congress Cam** Product **DEMOCRATIC CONG CAM** Estimate # **1473**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	61	09/25/12	10/01/12	M-F 1135p-1205a M-F 1135p-1205a	CM	1135p-1205a	MTWTF--	:30	2	\$175.00	03	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$175.00		0.00			
E 6	61	09/25/12	10/01/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	MTWTF--	:30	2	\$75.00	03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$75.00		0.00			
E 7	61	09/25/12	10/01/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	3	\$225.00	03	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$225.00		0.00			
E 8	61	09/25/12	10/01/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	2	\$200.00	03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$200.00		0.00			
E 9	61	09/25/12	10/01/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	MTWTF--	:30	2	\$400.00	03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$400.00		0.00			
E 10	61	09/25/12	10/01/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$150.00		0.00			
E 11	61	09/25/12	10/01/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	MTWTF--	:30	2	\$400.00	03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$400.00		0.00			
E 12	61	09/25/12	10/01/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	3	\$550.00	03	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$550.00		0.00			
E 13	61	09/25/12	10/01/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	3	\$225.00	03	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$225.00		0.00			
E 14	61	09/25/12	10/01/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	2	\$650.00	03	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$650.00		0.00			
E 15	61	09/25/12	10/01/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	2	\$175.00	03	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$175.00		0.00			
E 16	61	09/25/12	10/01/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	2	\$85.00	03	0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					2	\$85.00		0.00			
E 17	61	09/29/12	09/29/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$950.00	03	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

